

Rep Order# 8884287 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/16/2012 12:29 PM
Last Received: 10/16/2012 12:16 PM
Showing Buylines: All Lines

2 of 3

Station KTVX-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product TRACEY ROBINSON
Estimate# 3420
Buyer NMRPP Media Assistant
Phone#
Fax#

Agency () NATIONAL MEDIA INC
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3420
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAX FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	10	TH	11A-12P	VIEW	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
Rating: 1.2												
	11	SU	10A-11A	THIS WEEK	:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
Rating: 1.1												
	12	F	3P-4P	ELLEN	:30	\$400.00	10/19-10/19	1	1	1	\$400.00	
Rating: 1.6												
	13	M	3P-4P	ELLEN	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
Rating: 1.6												
	14	TU	3P-4P	ELLEN	:30	\$400.00	10/23-10/23	1	1	1	\$400.00	
Rating: 1.6												
	15	W	3P-4P	ELLEN	:30	\$400.00	10/24-10/24	1	1	1	\$400.00	
Rating: 1.6												
	16	TH	3P-4P	ELLEN	:30	\$400.00	10/25-10/25	1	1	1	\$400.00	
Rating: 1.6												
	17	F	5P-530P	ABC 4 NWS-5	:30	\$500.00	10/19-10/19	1	1	1	\$500.00	
Rating: 2.0												
	18	M	5P-530P	ABC 4 NWS-5	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
Rating: 2.0												
	19	TU	5P-530P	ABC 4 NWS-5	:30	\$500.00	10/23-10/23	1	1	1	\$500.00	
Rating: 2.0												
	20	W	5P-530P	ABC 4 NWS-5	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
Rating: 2.0												

EC'd Yes Last Received: 10/16/2012 12:16 PM

Showing Buylines: All Lines

Station KTVX-TV SALT LAKE CITY
 Advertiser () NRCC-NATL REPUB CONG
 Product TRACEY ROBINSON
 Estimate# 3420
 Buyer NMRPP MediaAssistant
 Phone#
 Fax#

Agency () NATIONAL MEDIA INC
 815 SLATERS LANE
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 155/426/3420
 Flight Dates 10/19/2012 - 10/25/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JAN FOX
 Salesperson Phone# 202-872-5880
 Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	21	TH	5P-530P	ABC 4 NWS-5	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	

Rating: 2.0

	22	SU	7P-8P	ONCE-TIME	:30	\$4,000.00	10/21-10/21	1	1	1	\$4,000.00	
--	----	----	-------	-----------	-----	------------	-------------	---	---	---	------------	--

Rating: 8.9

---REPORT TOTALS---

Report Totals: 27 / \$13,250.00

---SALES MONTHLY TOTALS---

Oct 12: 27 / \$13,250.00
 Sales Totals: 27 / \$13,250.00
 Station Totals: 27 / \$13,250.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$49,293	CABL 0%	KAZG 0%	KJZZ 0%	KPNZ 0%	KSL 30%
		KSTU 5%	KTVX 26%	KUCW 8%	KUPX 0%	KUTV 30%
		NTVX 0%				

Books null
 Demos RA35+